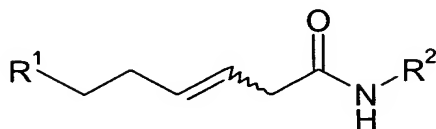


New claims

1. Use of an alkenecarboxylic acid *N*-alkylamide of the formula



(3b)

or of a mixture of two or more compounds of the formula (3b),

wherein, in each case

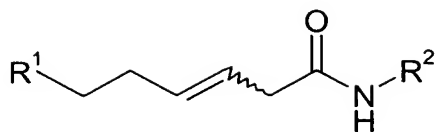
R¹ represents an alkyl radical

and

R² represents a lower alkyl radical,

as (i) a piquant substance and/or (ii) for generating a sensation of heat on consumption, regardless of the temperature of the alkenecarboxylic acid *N*-alkylamide, and/or (iii) for intensifying the flavour of ethanol and/or (iv) for imitating the flavour of ethanol and/or (v) for inducing salivation.

2. Use according to claim 1 in a formulation for nutrition or consumption for pleasure.
3. Use according to claim 1 or 2 in a formulation for oral hygiene.
4. Formulation for nutrition, oral hygiene or consumption for pleasure or cosmetic or dermatological formulation, comprising an active amount of an alkenecarboxylic acid *N*-alkylamide of the formula



(3b)

or of a mixture of two or more compounds of the formula (3b),

wherein, in each case

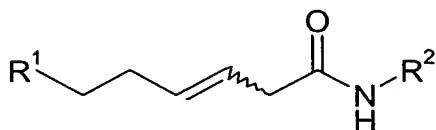
R^1 represents an alkyl radical

and

R^2 represents a lower alkyl radical.

5. Formulation according to claim 4, comprising at least one further piquant-tasting and/or heat sensation-generating and/or salivation-inducing substance.
6. Formulation according to claim 4 or 5, comprising at least one piquant-tasting and/or salivation-inducing plant extract.
7. Formulation according to one of claims 4 to 6, comprising at least one substance which causes a physiological cooling action.
8. Formulation according to one of claims 4 to 7 in the form of semi-finished goods.
9. Formulation according to at least one of claims 4 to 8 in the form of odoriferous, aroma or flavouring substance compositions or a seasoning mixture.

10. Formulation having a flavour reminiscent of the flavour of ethanol, comprising an active amount of an alkenecarboxylic acid *N*-alkylamide of the formula



(3b)

or of a mixture of two or more compounds of the formula (3b),

wherein, in each case

R¹ represents an alkyl radical

and

R² represents a lower alkyl radical,

as (i) a piquant substance and/or (ii) for generating a sensation of heat on consumption, regardless of the temperature of the alkenecarboxylic acid *N*-alkylamide, and/or (iii) for intensifying the flavour of ethanol and/or (iv) for imitating the flavour of ethanol and/or (v) for inducing salivation, and optionally an active amount (i) of a further piquant-tasting and/or heat-generating and/or salivation-inducing substance and/or (ii) of a piquant-tasting and/or salivation-inducing plant extract.

11. Formulation according to claim 10, wherein the flavour reminiscent of the flavour of ethanol is largely determined by the amount of alkenecarboxylic acid *N*-alkylamide(s).
12. Formulation according to claim 10 or 11, wherein ethanol is present at most in an amount of 0.5 wt.%, based on the total weight of the formulation.

13. Use according to one of claims 1 to 3 or formulation according to one of claims 4 to 12, wherein in the compound of the formula (3b) or at least one compound of the formula (3b) in the mixture

R¹ denotes ethyl, propyl, butyl, pentyl or hexyl

and

R² denotes methyl, ethyl, propyl, 2-propyl, cyclopropyl, butyl, 2-butyl, 3-methylpropyl, cyclobutyl, 1- or 2-methylcyclopropyl, 2-methylpropyl, pentyl, 2-pentyl, 3-pentyl, 2-methylbutyl, 3-methylbutyl, cyclopentyl or 1-, 2- or 3-methylcyclobutyl.

14. Use or formulation according to claim 13, wherein in the compound of the formula (3b) or at least one compound of the formula (3b) in the mixture

R¹ denotes propyl

and

R² denotes methyl, ethyl, propyl, 2-propyl, cyclopropyl, butyl, 2-butyl, 3-methylpropyl, cyclobutyl, 1- or 2-methylcyclopropyl, 2-methylpropyl, pentyl, 2-pentyl, 3-pentyl, 2-methylbutyl, 3-methylbutyl, cyclopentyl or 1-, 2- or 3-methylcyclobutyl

or

R¹ denotes ethyl, propyl, butyl, pentyl or hexyl

and

R² denotes ethyl or cyclopropyl.

15. Use or formulation according to claim 14, wherein in the compound of the formula (3b) or at least one compound of the formula (3b) in the mixture